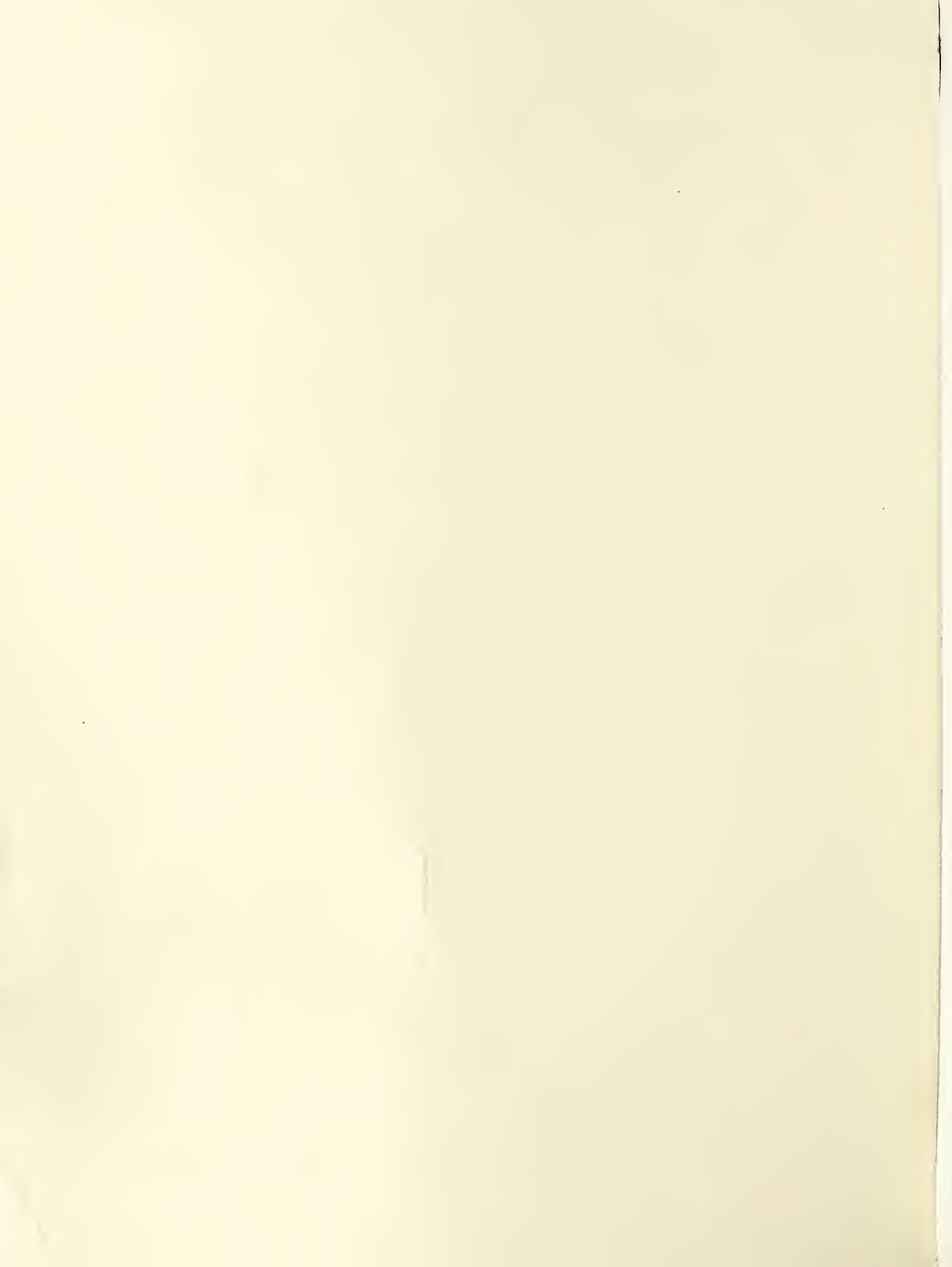
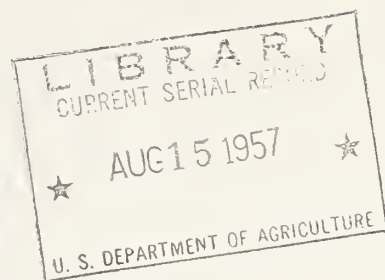
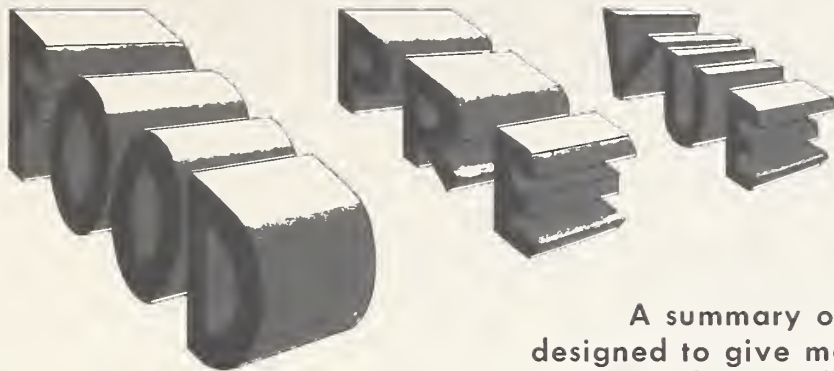


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A 389.8
F 73
Reserve



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture
Agricultural Marketing Service

July 29, 1957
F P - 11

- CROPS: Food supplies from crops will be heavy this summer and fall, holding same high-level per capita consumption rate as a year ago. Farm production is reduced, for the first time since 1950. But drop is in crops of which stocks are large--corn, wheat, rice. For most other food crops, output will equal or exceed last year's.
- RICE: Crop is smallest since 1950, down 18% from last year, and carry-over stocks are down sharply from 1956. But supplies are still far above average, ample for all needs.
- DRY BEANS,
DRY PEAS: Supplies of both are smaller this marketing season, but more than adequate for domestic and export needs.
- MEAT: During rest of year, supplies will be a little smaller, per person, than during same period last year. Supplies will continue lower, down from 1956 peak, at least through much of 1958.
- Beef: Small reduction expected, for rest of year, accounting for most of cut in meat supplies. Summer supplies will be nearly as large as last year. But during fall, supplies will run below high-level rate a year ago. Fed beef (which yields top grades) somewhat greater this summer than last. Volume of grass-cattle (source of lean beef) coming to market in coming months will be well below drought-spurred level of last summer and fall.
- Pork: During summer and early fall, supplies will continue a little below last year. It will be late in 1957 before supplies reach year-ago levels. Producers plan to increase fall farrowings only 2%, indicating only moderately increased supplies next spring.
- Lamb: Supplies, increasing seasonally rest of year, will be slightly smaller than year ago; 1957 lamb crop is 3% smaller than last year, smallest since 1953.
- POULTRY:
- Eggs: Supplies for the rest of the year will be smaller than year ago. Supplies in summer will be about last year's level, then fall progressively below a year ago, with sharp decline in last quarter.
- Chickens: Supplies this summer will be larger than in recent months, but about same as last year. Marketings of commercial broilers in third quarter will be slightly larger than last year. Marketing of farm chickens will increase seasonally, but will be much smaller than in same months last year, as farmers keep layers longer.
- Turkeys: Supplies will probably reach new high, with the year's crop exceeding the 1956 record of 77 million birds raised. Storage stocks also continue large, more than double a year ago.

- DAIRY:** Supplies of dairy products, this summer and fall, are expected to be larger than last year, because of a record high level of milk production. Year's output is expected to increase for fifth straight year and exceed record 125.7 billion pounds of last year.
- FRUIT:** Fresh supplies expected to total a little larger this summer and early fall than last.
- Deciduous:** Current prospects appear favorable for large supplies this summer. Prospects point to much heavier harvest of sweet and sour cherries this year than last; moderately more apricots and apples; somewhat more pears. Prospects are for fewer peaches and grapes, considerably fewer plums and prunes.
- Citrus:** Supplies of fresh oranges during third-quarter will be at least as large as a year ago. More fresh lemons and limes this summer and early fall. Grapefruit supplies will be seasonally light this summer.
- Melons:** Moderately more cantaloups and watermelons this summer than last.
- Processed:** Large supplies of many canned fruits from record 1956 pack continue available this summer. At last reports, total holdings are more than half again larger than last year, with substantial increases for canned peaches, fruit cocktail, pears, purple plums, and applesauce more than offsetting fewer apricots and cherries. Prospects are for larger packs of canned apricots and cherries this year with most other fruit packs somewhat smaller but still sizable.
- Frozen:** Supplies of juices larger this summer and early fall, especially orange juice concentrate. Supplies of fruits and berries at least as large this summer as last.
- Tree Nuts:** Prospects are for larger supplies of walnuts and filberts, but lighter production of almonds.
- VEGETABLES:**
- Fresh:** Supplies this summer are expected to total about same as year ago. Substantial increases for early summer onions and green peppers, moderate increases for summer celery and cucumbers. These offset by substantial reductions for summer lima beans, carrots, cauliflower, eggplant, and spinach; moderate reductions for beets, cabbage, escarole, and lettuce. Early summer tomatoes and summer snap beans and sweet corn about same as year earlier. In last half of year, supplies will probably be about same as those in that period year ago.
- Processed:** Supplies of canned vegetables available in 1957-58 marketing season will be, if present production prospects materialize, a little smaller than large supplies of last season. Supplies of frozen vegetables are expected, because of much larger carry-over stocks, to be near record level of last season.
- Potatoes:** Prospects are for moderately more potatoes this summer than last; production is a little smaller, but more will be available to consumers since pipelines are well stocked. Prospects are for continued plentiful supplies over next few months.
- Sweet-potatoes:** Supplies are expected to be slightly smaller than last summer; early reports indicate 1957 production will be smallest on record.

The Plentiful Foods Program

The U. S. Department of Agriculture, through its Plentiful Foods Program, will support industry campaigns on the following commodities, at the following times:

DRY PEAS	October	1 to	31
CHEESE	October	1 to	31
APPLES	October	24 to	November 2